

**THE IMPACT OF SOCIAL MEDIA AS
PROMOTION TOOL TOWARDS INTENTION TO VISIT:
CASE OF BATU, MALANG, INDONESIA**

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STATEMENT BY THE AUTHOR

I hereby declare that this submission is my own work and to the best of my knowledge, it contains no material previously published or written by another person, nor material which to a substantial extent has been accepted for the award of any other degree or diploma at any educational institution, except where due acknowledgement is made in the thesis.

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ABSTRACT

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This research aims to investigate the impact of social media as promotion tool toward intention to visit, case of Batu, Malang, Indonesia. Social media is online content created by internet users themselves, and in this research, it is the independent variable, and intention to visit, or intention which means the motivation of a person in the sense of his or her effort to accomplish their cause, it stands as the dependent variable. The method in this research using quantitative research methods. This research is using simple linear regression model. Sampling technique using a purposive sampling. Data collected through the questionnaires is 110 respondents with 15 items of statement.

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Data processing techniques using validity and reliability analysis, classical assumption test, and hypothesis test. The result shows that social media affect 56.9 %, proven by adjusted R-square. Based on the result of this research, the author suggests Batu, Malang, Indonesia tourism board and other destination promotion board to consider using social media in matter of promotional matter, since it is directly affecting intention to visit. This can be done by creating official social media account to engage with potential customer by being responsive and informative.

Keywords: Social media, Promotion, Intention to visit, Batu, Malang, Indonesia



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DEDICATION

I dedicate this work to my family and friends



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Henry ford once said ‘The man who thinks he can and the man who thinks he can't are both right.’. Reflecting on my track record in matter of education, I'm one of those students which aren't that good at academic, I got distracted a lot, almost got crushed by deadlines every time I got tasks, essays, presentation, or reports, which became part of my obligation for almost four years' strait, plus eleven years before that. All those years I tried to overcome every challenge that comes along the way and I did, it's not because I'm academically smart, yet I survived because I came to a revelation that I could, and it is just matter of choice whether I want to do it, or chooses not to. Now, by reaching this point, I glad that I have tried to finish what I have started.

First I would like to praise Allah SWT for given me strength and guidance in writing this thesis, and through out four years of university. Without him, I wouldn't have had a chance to survive.

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